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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
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| 09/633,897 | 08/07/2000 | William A. Royall, Jr. | ROY B-747 | 3640 |

7590 07/21/2004

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| EXAMINER |
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OUELLETTE, JONATHAN P

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| ART UNIT | PAPER NUMBER |
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3629

DATE MAILED: 07/21/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/633,897

Applicant(s)

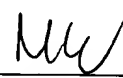
ROYALL, JR. ET AL.

Examiner

Jonathan Ouellette

Art Unit

3629



-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 15 September 2003 and 19 March 2004.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-28 is/are pending in the application.
- 4a) Of the above claim(s) 15-28 is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-14 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____.
- 4) ☒ Interview Summary (PTO-413)
Paper No(s)/Mail Date 14.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____.

DETAILED ACTION

Election/Restrictions

1. Applicant's election without traverse of 1-14 in Paper No. 7 is acknowledged.

Double Patenting

2. The nonstatutory double patenting rejection is withdrawn, due to applicant's persuasive remarks.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:
 - (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.
4. The rejection of Claims 1-14 under 35 U.S.C. 103(a) as being unpatentable over CollegeEdge is withdrawn due to applicant's arguments.
5. **Claims 1-12 are rejected under 35 U.S.C. 103(a) as being unpatentable over Grady et al. (Grady, William R.; Johnson, Terry R; Baydar, Nazil; Dugan, Mary Kay, "Sending GMAT score reports to schools: Patterns of request at registration," Selections, v11n1, pp: 28-35, Autumn 1994).**

6. As per amended independent Claims 1, 6, and 9, Grady discloses a method for profiling an inquiry pool of candidates interested (evaluating the continued interest of candidates) in attending an identified institution of higher learning preliminarily to targeting candidates from the pool with for enrollment, the method comprising the steps of: (a) providing information related to candidates for enrollment at an identified institution and the preferences of the identified institution for students with predetermined characteristics; (b) evaluating the candidates against a first predetermined profile including: (i) to the extent available in the database, information as to the candidate's high school class year, and (ii) the preference of the institution, to thereby select candidates for further contact (Grady, William R.; Johnson, Terry R; Baydar, Nazil; Dugan, Mary Kay, "Sending GMAT score reports to schools: Patterns of request at registration," Selections, v11n1, pp: 28-35, Autumn 1994).
7. Grady fails to expressly disclose providing candidates from the pool with an application for enrollment, creating a data base with candidate information, electronically evaluating the candidates in the data base against a first predetermined profile including, and (c) providing a report of the electronic evaluation.
8. However, Grady does disclose, sending registrant (candidate) specified schools information including GMAT score, his or her undergraduate academic record, and the registrant's (candidate's) background characteristics (e.g., age, sex, and race); wherein, this information is useful to a recipient school in assessing the attributes of its applicants (evaluating candidates), enabling the school to target those registrant who are well qualified and who meet the institution's particular enrollment goals (Grady, William R.; Johnson, Terry R;

Baydar, Nazil; Dugan, Mary Kay, "Sending GMAT score reports to schools: Patterns of request at registration," Selections, v11n1, pp: 28-35, Autumn 1994).

9. Furthermore, the creation of databases to contain, evaluate and report information (i.e. Microsoft access, etc.) were well known at the time the invention was made, and would simply be automation of the process described by Grady. It was known at the time of the invention that merely providing an automatic means to replace a manual activity which accomplishes the same result is not sufficient to distinguish over the prior art, *In re Venner*, 262 F.2d 91, 95, 120 USPQ 193, 194 (CCPA 1958).
10. It would have been obvious to a person of ordinary skill in the art at the time of the invention to automate the storing (database) and reporting steps because this would speed up the process of matching policies with users/customers, which is purely known, and an expected result from automation of what is known in the art.
11. Therefore, It would have been obvious to one of ordinary skill in the art at the time the invention was made to have included providing candidates from the pool with an application for enrollment, creating a data base with candidate information, electronically evaluating the candidates in the data base against a first predetermined profile including, and (c) providing a report of the electronic evaluation in the system disclosed by Grady, for the advantage of providing a method for profiling an inquiry pool of candidates interested in attending an identified institution of higher learning preliminarily to targeting candidates from the pool with for enrollment, with the ability to increase system effectiveness by automating the process of storing, evaluating, reporting, and targeting (forwarding applications, brochures, etc.) potential candidates.

12. Finally, Grady fails to expressly wherein candidate profile information includes: the prior visit of the candidate to the institution, and the source of the information about the candidate's initial contact with the institution in the data base.
13. However, these differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The candidate recruiting method would be performed regardless of the information included in the candidate profile. Thus, this descriptive material will not distinguish the claimed invention from the prior art in terms of patentability, *see In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).
14. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to have included a candidate profile information regarding the prior visit of the candidate to the institution, and the source of the information about the candidate's initial contact with the institution, because such data does not functionally relate to the steps in the method claimed and because the subjective interpretation of the data does not patentably distinguish the claimed invention.
15. As per Claim 2, Grady discloses wherein the first predetermined profile includes the gender and ethnicity (race) of each candidate; and wherein the report of the electronic reevaluation includes an evaluation of the degree of gender and ethnicity representation of the candidates in the database (targeting candidates).
16. As per Claim 3, Grady discloses wherein the first predetermined profile also includes the geographic area residence of each candidate; and wherein the report of the electronic

reevaluation also includes an evaluation of the degree of geographic area of residence representation of candidates in the database (targeting candidates).

17. As per Claims 4 and 7, Grady discloses (d) preparing a mailing list as a function of evaluated interest (targeting candidates).
18. As per Claims 5 and 8, Grady discloses wherein the data base includes a list of available documentation about the institution (relating to preselected features of the institution); and including the further steps of: (g) selecting documentation for mailing as a function of the profiling; and (h) mailing the selected documentation (targeting candidates).
19. As per Claim 10, Grady discloses wherein the electronic request includes the steps of:
constructing an electronic survey (automation of known GMAT registration process);
locating the electronic survey on a web page at the web site of the institution; create a unique access number for each candidate; providing each candidate with his unique access number in an e-mail request for information by an electronic survey; and automatically updating the data base with the responses from the electronic survey (automation of known GMAT registration process using Internet).
20. As per Claim 11, Grady discloses (g) preparing a mailing list of selected candidates as a function of the evaluated continued interest (targeting candidates).
21. As per Claim 12, Grady discloses wherein the data base includes a list of available documentation relating to preselected features of the institution; and including the further steps of: (h) selecting available documentation as a function of the electronic responses to the electronic request for information, and (i) mailing the selected documentation to each of the selected candidates on the mailing list (automation of known GMAT registration process).

22. Claims 13 and 14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Grady et al., in view of College Edge (“CollegeEdge, the Leading Provider of Web-based Services to Educational Institutions, Announces Success of Enrollment Services System, Business Wire, March 1, 1999).

23. As per amended independent Claim 13, Grady discloses a method for evaluating the continued interest of candidates in attending an identified institution of higher learning preliminarily to targeting the candidates with for enrollment, the method comprising the steps of: (a) providing information related to candidates interested in enrollment at the identified institution and the preferences of the institution for students with predetermined characteristics; and (b) electronically evaluating the candidates against a first predetermined profile.

24. Grady fails to expressly disclose providing candidates with an application for enrollment, creating a data base with candidate information, electronically evaluating the candidates in the data base against a first predetermined profile including, and providing a report of the electronic evaluation.

25. However, Grady does disclose, sending registrant (candidate) specified schools information including GMAT score, his or her undergraduate academic record, and the registrant’s (candidate’s) background characteristics (e.g., age, sex, and race); wherein, this information is useful to a recipient school in assessing the attributes of its applicants (evaluating candidates), enabling the school to target those registrant who are well qualified and who meet the institution’s particular enrollment goals (Grady, William R.; Johnson, Terry R;

Baydar, Nazil; Dugan, Mary Kay, "Sending GMAT score reports to schools: Patterns of request at registration," *Selections*, v11n1, pp: 28-35, Autumn 1994).

26. Furthermore, the creation of databases to contain, evaluate and report information (i.e.

Microsoft access, etc.) were well known at the time the invention was made, and would simply be automation of the process described by Grady. It was known at the time of the invention that merely providing an automatic means to replace a manual activity which accomplishes the same result is not sufficient to distinguish over the prior art, *In re Venner*, 262 F.2d 91, 95, 120 USPQ 193, 194 (CCPA 1958).

27. It would have been obvious to a person of ordinary skill in the art at the time of the invention to automate the storing (database) and reporting steps because this would speed up the process of matching policies with users/customers, which is purely known, and an expected result from automation of what is known in the art.

28. Therefore, It would have been obvious to one of ordinary skill in the art at the time the invention was made to have included providing candidates from the pool with an application for enrollment, creating a data base with candidate information, electronically evaluating the candidates in the data base against a first predetermined profile including, and (c) providing a report of the electronic evaluation in the system disclosed by Grady, for the advantage of providing a method for profiling an inquiry pool of candidates interested in attending an identified institution of higher learning preliminarily to targeting candidates from the pool with for enrollment, with the ability to increase system effectiveness by automating the process of storing, evaluating, reporting, and targeting (forwarding applications, brochures, etc.) potential candidates.

29. Finally, Grady fails to expressly disclose (c) providing a web page for the institution, the web page housing a survey requesting predetermined information related to the continued interest of candidates in enrolling at the institution (automation of well known GMAT registration using Internet); (d) sending an e-mail to the selected candidates directing them to the institution's web page (targeting candidates); (e) electronically reevaluating the selected candidates in the data base against a second predetermined profile to thereby gage the continued interest of the selected candidates in attending the institution.
30. However, CollegeEdge does teach a candidate filling out an initial profile survey - Universities selecting matching profiles and sending the candidate an electronic message with additional information about the school and it's programs ("CollegeEdge, the Leading Provider of Web-based Services to Educational Institutions, Announces Success of Enrollment Services System, Business Wire, March 1, 1999).
31. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to provide a website link or address in the electronic message to the candidate, and to request additional information from the candidates to clarify the candidate current standing (in regard to finding a college), and resubmitting the answers of the survey back through the evaluating system disclosed by Grady, for the advantage of providing a method for evaluating the continued interest of candidates in attending an identified institution of higher learning preliminarily to targeting the candidates with for enrollment, with the ability to increase system effectiveness by automating the candidate targeting process through the use of Internet technology (website/email).

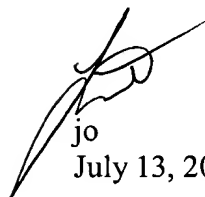
32. As per Claim 14, Grady and CollegeEdge disclose wherein selected candidates are directed to the web page by a hyperlink, which uniquely identifies the candidates to whom the e-mail is sent so that the survey includes information relating to the candidates when it initially appears.

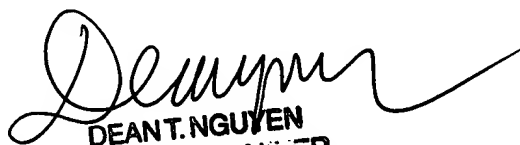
Response to Arguments

33. Applicant's arguments with respect to Claims 1-14 have been considered but are moot in view of the new ground(s) of rejection.
34. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).
35. A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

Conclusion

36. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jonathan Ouellette whose telephone number is (703) 605-0662. The examiner can normally be reached on Monday through Thursday, 8am - 5:00pm.
37. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Weiss can be reached on (703) 308-2702. The fax phone numbers for the organization where this application or proceeding is assigned are (703) 305-7687 for regular communications and (703) 305-3597 for After Final communications.
38. Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 306-5484.


jo
July 13, 2004


DEANT. NGUYEN
PRIMARY EXAMINER